

FILE

MARCH 24

1969 fashion calendar

29th year • issued weekly

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MARCH 24, 1969</u>			
Monday March 24	INTERNATIONAL SPRING FASHION SHOWINGS	ALEXANDER'S	3RD FLOOR
11:00 A.M. and 3:00 P.M.	International Spring fashion shows for benefit NYC division American Cancer Society. Chmn: Mrs. Edward F. Hutton and Mrs. Edwin I. Hilson. Hon. Chmn: Duchess of Windsor. Commentator: Elizabeth Vreeland. Prices: \$10.00 (reserved); \$5.00. Public Relations: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266. Publicity: Walter Hauser, PL. 3-1542.		
Monday March 24	PREVIEW OF FALL KNIT COLLECTION	CISA (1410 BROADWAY)	226 EAST 61ST STREET BETWEEN 2ND & 3RD AVES.
5:00 P.M.- 7:00 P.M.	Informal presentation of Cisa's Fall collection for press and buyers at the home of Mrs. Donna Birenbaum, president of Cisa (Imports International). By invitation. (Thereafter continuous at showroom, 25th floor.) Contact: BR. 9-3904. Publicity: Ruth Hammer Associates, 246-4818.		
March 24	6:00 & 8:00 P.M. - ALEXANDER'S MENSWEAR SHOWINGS FOR CUSTOMERS		
Beginning Monday March 24	EARLY FALL DRESS COLLECTION	DAUPHINE (DIV. L'AIGLON)	1400 BROADWAY SHOWROOM - 17TH FLOOR
	Showing of misses dresses. By appointment. Contact: LW. 4-0800.		
Beginning Monday March 24	OPENING: EARLY FALL COLLECTION	DYNASTY OF HONG KONG	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Continuous showings. Contact: 279-0710.		
Beginning Monday March 24	OPENING OF FALL COLLECTION	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
	Continuous daily showings of the 1969 Fall collection of imported knit fashions. Contact: WI. 7-8130.		
Tuesday March 25	WOOLKNIT SWEATER PREVIEW	WOOLKNIT ASSOCIATES (501 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
9:30 A.M.- 3:00 P.M.	"Sweateration"--trends in styling, color and texture in misses and women's wool sweaters for Fall-Winter '69. Also forecast of Spring '70 fashion colors. For press and retailers, by invitation only. Summary fashion show, 9:30 A.M., followed by rack-viewing until 3:00 P.M. Publicity: Kairalla Agency, MU. 8-1171.		
Tuesday March 25- March 26- March 27	FABRIC DISPLAY AT FASHION GROUP OFFICE	THE FASHION GROUP, INC.	9 ROCKEFELLER PLAZA SUITE 1722
	"An Extra-Sensory Conception"--three-day Fall '69 fabric display, 10:00 A.M. to 5:00 P.M. (Use 15 West 48th Street entrance for elevators.) Co-chmn: Mary Jean Rainnie--Anne Fogarty; Ellen Sands--Hockaday, DeWolfe, Giordano. Prices (including color card): \$4.00, members; \$6.00, guests. Contact: CI. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 25- March 26- March 27	THREE-DAY OPEN HOUSE Presentation of Spring '70 color in apparel fabrics for men and women, at 10:30 A.M. By invitation. Contact: Sidney Evans, 679-1820 Ext. 345; 292.	EASTMAN CHEMICAL PRODUCTS, INC.	260 MADISON AVENUE SIXTH FLOOR
Tuesday March 25 1:00 P.M.- 3:00 P.M.	SPRING-SUMMER COLLECTION Informal modeling at New York store. (Monday, March 24, 2:30, 40 Winter St., Boston; Wed., March 26, 1:00 - 3:00, 155-10 Jamaica Avenue.) Open to pub- lic. Contact: Mariette Schumacher, 679-8600.	ROAMAN'S	20 WEST 39TH STREET
Wednesday March 26 11:30 A.M.	CUSTOMER SHOWING OF SPRING FASHIONS Jerry Silverman collection by Shannon Rodgers. Publicity: PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday March 26 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Spring knitwear. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	FRANCESCA FOR DAMON	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 26 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Dresses and costumes in knits, leathers, suedes, imported woven fabrics. By invitation. Thereafter informal showings. Contact: 563-7780. Pub- licity: Ruth Hammer Associates, 246-4818.	KIMINETTA	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday March 27 10:00 A.M. Petit Dejeuner	PREVIEW: COUTURE KNIT COLLECTION Cezar Ltd. presents a couture knit collection designed by Don Simonelli and produced in France for Saint Joseph. By invitation. (Thereafter in showroom, 6th floor.) Contact: Bernie Gonchar, 736-4006.	SAINT JOSEPH (533 SEVENTH AVENUE)	L'ETOILE 1 EAST 59TH STREET
Thursday March 27 3:30 P.M.	PREVIEW OF FALL KNITS By invitation only. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday March 27- April 11	FALL FASHIONS FROM BRITAIN Coats and suits: J.G. Needham, Clive Set; Sportswear: Estrava; Knit dresses and suits: JerseyMatch; "Fun Furs" (fake and real). Contact: Suzanne Eismann, PL. 5-4152.	COPE ALLMAN FASHION DIVISION	HOTEL WARWICK SUITE 1211-1212
Beginning Thursday March 27- April 11	FALL FASHIONS FROM LONDON Ready-to-wear and sportswear by 30 manufacturers. "The New Romantics"-- musical presentations, March 27, 28, 31, April 1 at 9:30, 11:30, 4:00. By invitation. Contact: Joan Hardy, PL. 2-8400 Ext. 386.	CLOTHING EXPORT COUNCIL OF GREAT BRITAIN	HOTEL WARWICK 6TH AVE. & 54TH ST.
Monday March 31 1:00 P.M.	PREVIEW OF KNIT COLLECTION By invitation. Thereafter continuous. Contact: Florrie Milan, LO. 4-0462.	AMBA KNITS FOR JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday March 31 6:00 P.M.	PRESS PREVIEW: MEN'S WEAR Spring-Summer collection by Rupert Lycett-Green. By invitation. Publicity: Marsha Gerber, PL. 2-2254.	BLADES LTD.	905 MADISON AVENUE AT 72ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 31	LATE SUMMER AND ADVANCE FALL By appointment. Contact: Janet Bonomo, 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday April 1 11:00 A.M.	CAPSULE FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday April 1 5:30 P.M.	PRESS PREVIEW: NEW SHOP By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Beginning Tuesday April 1	OPENING OF FALL KNITWEAR Sportswear and dresses designed by Nan Herzlinger. By reservation. Contact: WI. 7-4406.	MALLORY KNITS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Tuesday April 1	SHOWING OF FALL SPORTSWEAR Continuous showings. Contact: Roberta Nasta, WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Beginning Tuesday April 1	OPENING OF FALL CAPSULE COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday April 2 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Coats From Dawn to Dusk". Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	GENO FOR LOUIS GOLDSTEIN	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 3	PASSOVER (April 3 - 10). Begins at sundown April 2		
Saturday April 5- April 13	ANNUAL SHOWING OF AUTOMOBILES Over 600 automobiles from the U.S., France, Great Britain, Italy, Japan, Sweden, Switzerland, West Germany will be displayed. "Wonderful World of Wheels", exhibits by oil companies, tire firms, accessory firms. Day-long symposium, "The Automobile: Now and Tomorrow", sponsored by Society of Automotive Engineers, Wed., April 9. Publicity: Gene Graf or Sandy Sprung, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE

EASTER SUNDAY FASHION SHOWINGS IN NEW YORK CITY

Sunday April 6 12:30 P.M. Luncheon	EASTER FASHION SHOW LUNCHEON Fashions by Kasper for Joan Leslie; furs by Reiss & Fabrizio; hats by Emme. Price: \$12.00. Reservations: Banquet Dept., PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	THREE DESIGNERS	HOTEL PLAZA TERRACE & PERSIAN ROOMS
Sunday April 6 1:00 P.M. Luncheon	EASTER BENEFIT FASHION SHOW "Forecast: The Fur & The Face"--preview of Fall fashions in American mink; and the "Tuscan Beauty" look for '69. Produced by Edith Berke, AX. 1-8180. EMBA: Virginia Casey, 736-9516. Elizabeth Arden, Nancy Saxton, TE. 8-7262. Prices: \$22.50; \$15.00 (under 18). Contact: Easter Seal Comm. 777-1120.	EMBA MINK BREEDERS ASSN; ELIZABETH ARDEN	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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EASTER SUNDAY FASHION SHOWINGS (continued from page 3)

Sunday April 6 11:00 A.M. Brunch 1:00 P.M. Dinner	EASTER SUNDAY FASHION SHOW Millinery: Cesar Rubio, Furs: HBA. Fashions: Jeannene Booher for Claret, Countess Alexander, Junior Gallery, Modern Couture, Leo Narducci, Pattullo- Jo Copeland, Ellen Tracy. Show at 2:00. Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday April 6 1:00 P.M. Dinner	EASTER SUNDAY FASHION SHOW Millinery: Jack McConnell New York at Lord & Taylor. Furs: Ben Kahn. Fashions: Countess Alexander, Nat Kaplan, Modern Couture, Leo Narducci, Pattullo-Jo Copeland, Sportempos. Show at 3:00. Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA SERT ROOM
Monday April 7 3:30 P.M. Cocktails	SEVENTEENTH ANNUAL COTTON FASHION AWARD The 1969 Cotton Fashion Award will be presented to Geoffrey Beene. "Blue Ribbon Cottons" fashion show by this year's and previous winners. By in- vitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL PLAZA BALLROOM
Monday April 7 5:30 P.M.- 7:00 P.M.	PRESS PREVIEW: STAMFORD STORE By invitation. (Tues., April 8, Open House, by invitation. Open for busi- ness: Wed., April 9.) Contact: WI. 7-3300.	LORD & TAYLOR	STAMFORD, CONN. HIGH RIDGE & LONG RIDGE
Beginning Monday April 7	OPENING: ADVANCE FALL COLLECTIONS Designed by Preston Smith. Continuous showings. Contact: LO. 5-6900.	JONNY HERBERT; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday April 7	OPENING OF FALL SPORTSWEAR COLLECTION Continuous, by appointment. Contact: Jean Milgrim, BR. 9-6310.	ULLA	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 8 2:00 P.M.& 3:45 P.M.	OPENING OF FALL COAT COLLECTION Both showings by reservation. Thereafter continuous. Contact: Richard Copeland, 594-6900.	SPORTOWNE COAT LTD.	500 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 8	SHOWING OF FALL KNITWEAR Continuous showings. Contact: 244-1700.	GOLDWORM	1410 BROADWAY SHOWROOM - 20TH FLOOR
Beginning Tuesday April 8	OPENING: KNITWEAR AND CAPSULE COLLECTION Designed by June Francis and Cara Kirby. Continuous showings. Contact: Chris Barnett, LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 8- April 12	ITALIAN READY-TO-WEAR SHOWINGS IN FLORENCE Contact: CNDMI, 1 Via Tornabuoni, 50123, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	PITTI PALACE FLORENCE, ITALY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 9 10:30 A.M.	OPENING OF FALL COLLECTION Showing of fake fur coats. By reservation. Contact: LO. 5-2636.	RUSSEL TAYLOR, INC.	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday April 9 2:00 P.M.	FALL COLLECTION OF FAKE FURS Second show at 4:00. By reservation. Contact: LO. 5-6340.	FAIRMOOR COAT	512 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday April 10 5:30 P.M.	PREVIEW OF NEW ROOM SETTINGS By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR
Saturday April 12- Spril 17	PRET-A-PORTER IN PARIS Contact: Bruno du Roselle, 69 rue de Richelieu, Paris 2, France.	FEDERATION FRANCAISE VETEMENT FEMININ	PALAIS DU C.N.I.T. PARIS, FRANCE
Sunday April 13- April 15	FALL SHOE SHOWINGS Daily informal showings. Contact: Maureen Spindt, 924-1020.	D'ANTONIO; I.S.; PALTER DE LISO	HOTEL PLAZA SUITE 1168
Monday April 14 12:30 P.M. Luncheon	DISCUSSION: FOOTWEAR AND READY-TO-WEAR "The Movers of Fashion". Speakers: Nancy White, Ben Shaw, Jay Rossbach. For press and buyers, by invitation. (All-day showings, April 13-15, 11th floor, Hotel Plaza.) Contact: Billie Gould, 869-1675.	DESIGNER SHOE GUILD (16 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
April 14	6:00 P.M. - DESIGNER SHOE GUILD, cocktails, Terrace Room, Hotel Plaza		
Tuesday April 15 10:00 A.M.	OPENING: EARLY FALL COLLECTION "Trophy" collection of coats and suits for early Fall. Also April 22 at 10:00 A.M. By appointment. Contact: Alan Baron, 736-8867.	HENRY FRIEDRICKS	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Tuesday April 15- April 18	SHOWING OF CANADIAN OUTERWEAR Showing of coats, suits, rainwear, car coats from Canada. Contact: Don Russell, Canadian Consulate General, 586-2400.	CANADIAN DEPTS. INDUSTRY & TRADE & COMMERCE	McALPIN HOTEL 7TH FLOOR
Wednesday April 16 9:30 A.M. Coffee	PRESS PREVIEW: NEW ROOM SETTINGS "Best-dressed Bridal Bedrooms"--showing for press. By invitation. Publicity: Jane Warren, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR
Wednesday April 16 3:00 P.M.	PRESS PREVIEW: MADE-TO-ORDER FURS Press preview of custom-order furs designed by Emeric Partos. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Wednesday April 16	ADVANCE FALL COLLECTION Continuous showings. Contact: 736-1076.	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Beginning Thursday April 17	ADVANCE FALL COLLECTION Continuous showings of advance Fall collection designed by Jeannene Booher. Contact: LO. 3-6126. Publ: Essie Pinsker, WI. 7-2514.	CLARET ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 17 12:00 Noon Luncheon	ISRAELI BENEFIT FASHION SHOW Celebrities will model fashions from Israel. Accessories: B. Altman & Co. Fashion Coordinator: Vera Bacal. Commentator: Barbara Walters. Chmn: Bess Myerson. Reservations: Purchase of minimum \$500 in Israel bonds; and \$5.50 for luncheon. Contact: OR. 7-9650 Ext. 363.	ISRAEL BONDS- N.Y. WOMEN'S DIV.	HOTEL AMERICANA BALLROOM
Thursday April 17 3:00 P.M.	PREVIEW: ADVANCE FALL COLLECTION By reservation. Contact: Valerie Ward, LW. 4-2717.	MOE NATHAN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday April 17 4:00 P.M. Cocktails	PREVIEW: EARLY FALL COLLECTION Preview of Levino Verna's first collection for Laurence Gross. By invitation. Continuous showings beginning Mon., April 21. Contact: BR. 9-3650. Publicity: Mary Woolley, Firestone Associates, 924-4728.	LAURENCE GROSS (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday April 18 12:00 Noon Luncheon	"RETAILING: SHOW AND TELL" LUNCHEON SHOW Chmn: Frances Hodges. Merchandising Motivation; Sheila Levy, Gimbels. Prices: \$15.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Saturday April 19- April 23	ANNUAL SNOW SHOW Ski and winter sports apparel, equipment, footwear, accessories from 80 manufacturers. Contact: Doris Taplinger, 874-3030.	SKI COUNCIL OF AMERICA (415 MADISON AVENUE)	THE NEW YORKER HOTEL 8TH AVE. & 34TH ST.
Saturday April 19- April 23	SKI FURS: MEN, WOMEN, CHILDREN Daily continuous showings of fur parkas, ski coats, sportcoats, hats, and apres-ski wear for men, women, children. Refreshments. (Preview, by invitation, Mon., April 21, 9:00 A.M.) Contact: Al Gompertz, 736-8516. Publicity: Lisa Curtis, 684-7444.	MR. FRED FOR FUR AND SPORT	224 WEST 30TH(2 BLKS FROM STATLER-HILTON)
Saturday April 19- April 24	SIXTEENTH ANNUAL SKI TRADE SHOW Ski apparel, equipment, footwear, accessories from 164 member firms. (Chicago, Fri., March 21-24, La Salle Hotel; Los Angeles, Sat., March 29 - April 2, Ambassador Hotel.) Contact: Ralph des Roches, 689-1266.	SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH)	STATLER-HILTON HOTEL 7TH AVE. & 33RD ST.
Monday April 21 10:30 A.M.& 11:00 A.M.	OPENING: EARLY FALL COLLECTIONS Leonard Arkin at 10:30; Andrew Arkin and Miss Arkin at 11:00. By reservation. Thereafter continuous. Contact: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday April 21 2:30 P.M.	COMPLETE COLLECTION FOR EARLY FALL Designed by Ole Borden. By reservation. Contact: Murray Solomon, LO4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 21	OPENING OF ADVANCE FALL COLLECTION Continuous by appointment. Contact: Jay Sarnoff, CH. 4-3550.	CUSTOM COUTURE	512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Beginning Monday April 21	OPENING: EARLY FALL COLLECTION Continuous showings. Contact: LO. 4-3470.	DEEBS BY EDIE GLADSTONE	512 SEVENTH AVENUE SHOWROOM - 44TH FLOOR

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Beginning Monday April 21	OPENING: ADVANCE FALL COLLECTION Continuous showings of early Fall and apres-ski collection. Contact: HA. 1-1676.	DESIGN THAI	1 EAST 53RD STREET SHOWROOM - 10TH FLOOR
Beginning Monday April 21	EARLY FALL CAPSULE COLLECTION Continuous showings. Contact: LA. 4-7900.	GAYLE KIRKPATRICK	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Beginning Monday April 21	OPENING: ADVANCE FALL COLLECTION Designed by Ronnie Simon. Continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday April 21	OPENING: ADVANCE FALL COLLECTION Continuous showings. Contact: LA. 4-2880.	THE SIDNEYS	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday April 22 9:00 A.M. and 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection designed by Shannon Rodgers for Jerry Silverman, on 25th floor, <u>by invitation only</u> . Thereafter by appointment only, 10th floor showroom. Contact: Jeanne Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHANNON RODGERS' STUDIO
Tuesday April 22 10:00 A.M.	OPENING OF FALL COLLECTION Also April 23, 24, 30 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 22 11:30 A.M.	OPENING: ADVANCE FALL COLLECTION Designed by Belle Saunders. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 22 11:45 A.M.	OPENING: ADVANCE FALL COLLECTION By reservation. Contact: Jean Palitz, PE. 6-1351.	JOBBERE BY ANTHONY MUTO	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday April 22 2:30 P.M.	OPENING OF FALL CAPSULE COLLECTION By reservation. Contact: Mary Kloss, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday April 22 4:00 P.M. Cocktails	PREVIEW: FALL DESIGNER FASHIONS Fall '69 American Designers collection in Crompton fabrics. <u>Show at 4:30.</u> By invitation. Contact: Helen Boyd, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PIERRE BALLROOM
Tuesday April 22 4:00 P.M. Cocktails	SHOWING OF FALL COLLECTION Designed by Nan Herzlinger. By invitation. Thereafter in showroom, 19th floor, by appointment. Contact: Betty Hanson, WI. 7-4406.	MALLORY (530 SEVENTH AVENUE)	DELMONICO'S BALLROOM
Beginning Tuesday April 22	OPENING OF FALL COLLECTION Continuous showings. For appointment, contact: Ruth Shiller, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday April 22	OPENING OF FALL COLLECTION By appointment. Contact: Alina Roux, 246-2747.	KEN SCOTT (MILAN, ITALY)	16 WEST 55TH STREET SHOWROOM - 2ND FLOOR

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Beginning Monday April 21	OPENING: EARLY FALL COLLECTION Designed by Bill Haire. Continuous showings. Contact: WI. 7-6845. Publicity: Essie Pinsker Associates, WI. 7-2514.	VICTORIA ROYAL LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 22	OPENING: EARLY FALL COLLECTION Ben Shaw and Bob Miller introduce the early Fall collection for Milbo. Continuous by appointment. Contact: Bob Miller, 594-6880.	MILBO, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday April 23 10:30 A.M.	SHOWING OF FALL KNITS Fall collection of dresses, coats, pants. By reservation. Contact: Doug Sylvia, OX. 5-2900. Publicity: Essie Pinsker Associates, WI. 7-2514.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday April 23 10:30 A.M.	OPENING: ADVANCE FALL COLLECTION Also April 25, 29 at 10:30. By reservation. Contact: IO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday April 23 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 524-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 23 12:00 Noon	OPENING: EARLY FALL COLLECTION Designed by Don Breitinger. Also May 13 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday April 23 2:00 P.M.	OPENING OF EARLY FALL COLLECTION Showing of coats, suits, costumes. By invitation. Informal showing thereafter. Contact: Gayle Osman, PE. 6-2291.	BARBERINI	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Wednesday April 23 2:30 P.M.	OPENING OF EARLY FALL COLLECTION Designed by Marie McCarthy. Also April 29, May 14, 20 at 2:30. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOCIATES, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday April 23 3:00 P.M.	OPENING: EARLY FALL COLLECTION By reservation. Contact: Shirley Ornstein, IO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday April 23 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Fall press preview of Adolph Blank collection designed by Christian Mann. Also April 24 at 2:00. By reservation. Contact: 563-6380.	ADOLPH BLANK; MARTINO	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Wednesday April 23 6:00 P.M.- 7:30 P.M.	SHOWING OF YOUNG DESIGNER FASHIONS Introduction of "Fashion News/Real", new special feature in Ladies Home Journal, with fashions by seven young designers featured in May issue. By invitation only. Contact: Sally Child at Imperato-Luther, 532-5922.	LADIES HOME JOURNAL; LORD & TAYLOR	DISCOVERY SHOP STREET FLOOR
Thursday April 24 11:30 A.M.	OPENING: ADVANCE FALL COLLECTION By reservation. Contact: IO. 4-9194. Publ: Betty Yarmon, TR.9-7112. -8-	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 24 12:30 P.M. Luncheon	ANNUAL KNITWEAR FASHION SHOW Presentation of new fashion concepts at 51st Annual Convention by: Allied Chemical; American Cyanamid; American Enka; Beaunit Fibers; Joseph Bancroft; Celanese; Dow Badische; DuPont; Eastman Chemical; FMC; American Viscose; Hyston; Malina; Monsanto; Phillips Fibers; The Wool Bureau. Fashion Show produced by Mia Grau. Press by invitation. Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	AMERICANA HOTEL GRAND BALLROOM
Thursday April 24 2:30 P.M.	OPENING: ADVANCE FALL COLLECTION Designed by Philippe Tournaye. By reservation. Publicity: Betty Yarmon, TR. 9-7112.	M.S. COUTURE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Contact: LO. 4-9194.
Thursday April 24 2:30 P.M.	OPENING: EARLY FALL COLLECTION Also April 29 at 2:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday April 24 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Coats, suits, costumes featuring synthetic fabrics exclusively. By invitation. Informal showings thereafter. Contact: Alyson Shirk, PE. 6-2291.	BARBARELLA (512 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday April 24 4:00 P.M.	OPENING OF FALL COLLECTION Also Wed., April 30 at 4:00. Designed by Elinor Simmons. By reservation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 29 4:00 P.M.	OPENING OF FALL AT-HOME COLLECTION By reservation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 1 10:30 A.M.	PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By invitation. Beginning Mon., May 5, daily at 9:30, by appointment. Contact: Arthur Scheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS, INC.; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 6 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION Designed by Don Simonelli. Thereafter by appointment. Contact: PE.6-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Tuesday May 6 2:30 P.M.	PREVIEW: FALL COLLECTION By reservation. Contact: Ben Goldstein, 564-7832.	HANDMACHER-VOGEL BY MARIO FORTE	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 6 4:30 P.M. Cocktails	PREVIEW OF FALL LINGERIE Showing of Fall lingerie and introduction of "at-home" collection designed by Arthur Williams. By invitation. Show at 4:30, followed by cocktails. Contact: Dorothy Mohr, 689-9450.	SIREN LINGERIE CO. (105 MADISON AVENUE)	ST. REGIS ROOF
Monday May 19 8:30 A.M. Breakfast	FALL HANDBAG PRESENTATION "Superstars Fall '69"--a handbag extravaganza. By invitation. Publicity: Mary Woolley, Firestone Associates, 924-4728.	NATIONAL HANDBAG ASSN(347 FIFTH AVE.)	HOTEL PIERRE BALLROOM

1970

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